



## GFWC Reporting:

### GFWC Advancement – Fundraising

Did your club do any programs or project pertaining to the following that can be reported in the Fundraising Advancement Narrative?

#### ACTIONS:

- Conducting Club Fundraising Surveys:
  - Used the **SWOT**(Strengths, Weaknesses, Opportunities, Threats) Analysis Template
  - Used the **Strategic Plan Survey (S.M.A.R.T.)**
- Participated in GFWC Partner Fundraisers
  - Grounds for Change
  - It Takes Two
  - Uncle Al's Pecan
- Support GFWC other fundraiser efforts
  - GFWC Direct Marketing Program
  - GFWC Legacy Fund
  - GFWC Endowment Fund
- Fundraisers
  - Types of fundraiser
  - Contacts
  - Procedures
  - Advertisement/promotions
  - Source of product
  - Recipients
  - Location
  - Expenses
  - Profit
- Donations
  - Monetary (donor) – Cash/Checks
  - In-kind Donation (services, items)